

CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

| | | |
|--|---|--|
| Contract / Revision 582762 / | | Alt Order # 09838789 |
| Product American Crossroads | | |
| Contract Dates 10/30/12 - 11/05/12 | | Estimate # 1142 |
| Advertiser American Crossroads | | Original Date / Revision 10/12/12 / 10/30/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WITI | Account Executive Trevor Heaton | Sales Office Washington DC |
| Special Handling Do Not Mail | | |
| Demographic Adults 35+ | | |
| | | Total Ratings 225.20 |
| IDB# 8433 | Advertiser Code 11 | Product Code 27 |
| Agency Ref | | Advertiser Ref |

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|-------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|----------|
| N 1 | 6 | 10/30/12 | 10/30/12 | M-F 5a-530a | 5a-530a | | :30 | | | | NM | 1 | \$725.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$725.00 | 1.90 | | | |
| N 2 | 6 | 10/31/12 | 10/31/12 | M-F 5a-530a | 5a-530a | | :30 | | | | NM | 1 | \$725.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
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| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$725.00 | 1.90 | | | |
| N 6 | 6 | 10/30/12 | 10/30/12 | M-F 530a-6a | 530a-6a | | :30 | | | | NM | 1 | \$865.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$865.00 | 2.30 | | | |
| N 7 | 6 | 10/31/12 | 10/31/12 | M-F 530a-6a | 530a-6a | | :30 | | | | NM | 1 | \$865.00 |
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| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$865.00 | 2.30 | | | |
| N 11 | 6 | 10/30/12 | 10/30/12 | M-F 9a-10a | 9a-10a | | :30 | | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$500.00 | 0.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 582762 / | 09838789 |

| Contract Dates | Product | Estimate # |
|---------------------|---------------------|------------|
| 10/30/12 - 11/05/12 | American Crossroads | 1142 |

| Advertiser | Original Date / Revision |
|---------------------|--------------------------|
| American Crossroads | 10/12/12 / 10/30/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|----------|-------------------|---------------------|---------------------|-----------------------|-----------------|---------------|-------------|------------|-------------|------|-------|----------|------------|----------|----------|---------------------|-----------|--------|--------|----------|----------|------------|--------|----|---|----------|--|--|-------------------|-----------------|-----------------|-------------------|-------------|---------------|-------------------|-----------------|-----------------|-------------------|-------------|---------------|-------|--|----------|----------|---------|---|----------|------|----------|----------|---------|---|----------|------|-------------|--|-----------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------|------------|-------------|--|--|--|---|--|---|-------------------|---------------------|-----------|------------|-----|----------|------|----|--|--|--|-------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
| <table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>N 12 6</td><td>10/31/12</td><td>10/31/12</td><td>M-F 9a-10a</td><td>9a-10a</td><td></td><td></td><td>:30</td><td></td><td></td><td></td><td>NM</td><td>1</td><td>\$500.00</td></tr><tr><td colspan="2"></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="6"></td></tr><tr><td colspan="2">Week:</td><td>10/29/12</td><td>11/04/12</td><td>--W----</td><td>1</td><td>\$500.00</td><td>0.00</td><td colspan="6"></td></tr></table> | | | | | | | | | | | | | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | N 12 6 | 10/31/12 | 10/31/12 | M-F 9a-10a | 9a-10a | | | :30 | | | | NM | 1 | \$500.00 | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | Week: | | 10/29/12 | 11/04/12 | --W---- | 1 | \$500.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| N 12 6 | 10/31/12 | 10/31/12 | M-F 9a-10a | 9a-10a | | | :30 | | | | NM | 1 | \$500.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Week: | | 10/29/12 | 11/04/12 | --W---- | 1 | \$500.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Week: | | 10/29/12 | 11/04/12 | --W---- | 1 | \$450.00 | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| N 18 6 | 11/01/12 | 11/01/12 | M-F 11a-1130a FOX 6 | 11a-1130a | | | :30 | | | | NM | 1 | \$450.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| N 20 6 | 11/05/12 | 11/05/12 | M-F 11a-1130a FOX 6 | 11a-1130a | | | :30 | | | | NM | 1 | \$450.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | 1 | \$485.00 | 2.70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td>N 26 6</td><td>10/30/12</td><td>10/30/12</td><td>M-F 3p-330p</td><td>3p-330p</td><td></td><td></td><td>:30</td><td></td><td></td><td></td><td>NM</td><td>1</td><td>\$200.00</td></tr><tr><td colspan="2"></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="6"></td></tr><tr><td colspan="2">Week:</td><td>10/29/12</td><td>11/04/12</td><td>-T-----</td><td>1</td><td>\$200.00</td><td>1.40</td><td colspan="6"></td></tr></table> | | | | | | | | | | | | | | N 26 6 | 10/30/12 | 10/30/12 | M-F 3p-330p | 3p-330p | | | :30 | | | | NM | 1 | \$200.00 | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | Week: | | 10/29/12 | 11/04/12 | -T----- | 1 | \$200.00 | 1.40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 26 6 | 10/30/12 | 10/30/12 | M-F 3p-330p | 3p-330p | | | :30 | | | | NM | 1 | \$200.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | 1 | \$200.00 | 1.40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| N 27 6 | 10/31/12 | 10/31/12 | M-F 3p-330p | 3p-330p | | | :30 | | | | NM | 1 | \$200.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 582762 / | 09838789 |

| Contract Dates | Product | Estimate # |
|---------------------|---------------------|------------|
| 10/30/12 - 11/05/12 | American Crossroads | 1142 |

| Advertiser | Original Date / Revision |
|---------------------|--------------------------|
| American Crossroads | 10/12/12 / 10/30/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|--|--|-------------------|-----------------|-----------------|--|--|--|-------------------|-------------|---------------|--|--|--|-------|--|----------|----------|---------|--|--|--|---|------------|------|--|--|--|
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| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$200.00 | 1.40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 28 | 6 | 11/01/12 | 11/01/12 | M-F 3p-330p | 3p-330p | | :30 | | | | NM | 1 | \$200.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$200.00 | 1.40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 29 | 6 | 11/02/12 | 11/02/12 | M-F 3p-330p | 3p-330p | | :30 | | | | NM | 1 | \$200.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$200.00 | 1.40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 30 | 6 | 11/05/12 | 11/05/12 | M-F 3p-330p | 3p-330p | | :30 | | | | NM | 1 | \$200.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$200.00 | 1.40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 31 | 6 | 10/30/12 | 10/30/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$1,100.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$1,100.00 | 2.60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 32 | 6 | 10/31/12 | 10/31/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$1,100.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$1,100.00 | 2.60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 33 | 6 | 11/01/12 | 11/01/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$1,100.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$1,100.00 | 2.60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 34 | 6 | 11/02/12 | 11/02/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$1,100.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,100.00 | 2.60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 35 | 6 | 11/05/12 | 11/05/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$1,100.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,100.00 | 2.60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 36 | 6 | 10/30/12 | 10/30/12 | M-F 530p-6p | 530p-6p | | :30 | | | | NM | 1 | \$1,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$1,000.00 | 2.70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 37 | 6 | 10/31/12 | 10/31/12 | M-F 530p-6p | 530p-6p | | :30 | | | | NM | 1 | \$1,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$1,000.00 | 2.70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 38 | 6 | 11/01/12 | 11/01/12 | M-F 530p-6p | 530p-6p | | :30 | | | | NM | 1 | \$1,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>---T---</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="3"></td></tr></table> | | | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$1,000.00 | 2.70 | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$1,000.00 | 2.70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 39 | 6 | 11/02/12 | 11/02/12 | M-F 530p-6p | 530p-6p | | :30 | | | | NM | 1 | \$1,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>----F--</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="3"></td></tr></table> | | | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,000.00 | 2.70 | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | | | | 1 | \$1,000.00 | 2.70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 40 | 6 | 11/05/12 | 11/05/12 | M-F 530p-6p | 530p-6p | | :30 | | | | NM | 1 | \$1,000.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>11/05/12</td><td>11/11/12</td><td>M-----</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>2.70</td><td colspan="3"></td></tr></table> | | | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,000.00 | 2.70 | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,000.00 | 2.70 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 41 | 6 | 10/30/12 | 10/30/12 | M-F 9-930p | 9p-930p | | :30 | | | | NM | 1 | \$2,350.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>-T-----</td><td></td><td></td><td></td><td>1</td><td>\$2,350.00</td><td>5.80</td><td colspan="3"></td></tr></table> | | | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$2,350.00 | 5.80 | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -T----- | | | | 1 | \$2,350.00 | 5.80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 42 | 6 | 10/31/12 | 10/31/12 | M-F 9-930p | 9p-930p | | :30 | | | | NM | 1 | \$2,350.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>--W----</td><td></td><td></td><td></td><td>1</td><td>\$2,350.00</td><td>5.80</td><td colspan="3"></td></tr></table> | | | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$2,350.00 | 5.80 | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | --W---- | | | | 1 | \$2,350.00 | 5.80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| N 43 | 6 | 11/01/12 | 11/01/12 | M-F 9-930p | 9p-930p | | :30 | | | | NM | 1 | \$2,835.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>10/29/12</td><td>11/04/12</td><td>---T---</td><td></td><td></td><td></td><td>1</td><td>\$2,350.00</td><td>5.80</td><td colspan="3"></td></tr></table> | | | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$2,350.00 | 5.80 | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | | | 1 | \$2,350.00 | 5.80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 582762 / | 09838789 |

| Contract Dates | Product | Estimate # |
|---------------------|---------------------|------------|
| 10/30/12 - 11/05/12 | American Crossroads | 1142 |

| Advertiser | Original Date / Revision |
|---------------------|--------------------------|
| American Crossroads | 10/12/12 / 10/30/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|--|----|-------------------|----------|---------------------|----------------|------------|--------|------------|------------|------|------|-------|-------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> | | | | | | | | | | | | | |
| 1 | 6 | 10/29/12-11/04/12 | | M-F 9-930p | 9p-930p | ----Th---- | :30 | | \$2,350.00 | 5.80 | NM | | |
| See MG 43.2 | | | | | | | | | | | | | |
| 2 | 6 | 10/31/12-10/31/12 | | X Factor Wednesday | 7p-9p | ---W----- | :30 | | \$2,835.00 | 8.50 | NM | | |
| Ⓜ MG for 24.1,43.1 | | | | | | | | | | | | | |
| N 44 | 6 | 11/02/12 | 11/02/12 | M-F 9-930p | 9p-930p | | :30 | | | | NM | 1 | \$2,350.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$2,350.00 5.80 | | | | | | | | | | | | | |
| N 45 | 6 | 11/05/12 | 11/05/12 | M-F 9-930p | 9p-930p | | :30 | | | | NM | 1 | \$2,350.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$2,350.00 5.80 | | | | | | | | | | | | | |
| N 46 | 6 | 10/30/12 | 10/30/12 | M-F 930-10p | 930p-10p | | :30 | | | | NM | 1 | \$2,300.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,300.00 6.00 | | | | | | | | | | | | | |
| N 47 | 6 | 10/31/12 | 10/31/12 | M-F 930-10p | 930p-10p | | :30 | | | | NM | 1 | \$2,300.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$2,300.00 6.00 | | | | | | | | | | | | | |
| N 48 | 6 | 11/01/12 | 11/01/12 | M-F 930-10p | 930p-10p | | :30 | | | | NM | 1 | \$2,300.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$2,300.00 6.00 | | | | | | | | | | | | | |
| N 49 | 6 | 11/02/12 | 11/02/12 | M-F 930-10p | 930p-10p | | :30 | | | | NM | 1 | \$2,300.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$2,300.00 6.00 | | | | | | | | | | | | | |
| N 50 | 6 | 11/05/12 | 11/05/12 | M-F 930-10p | 930p-10p | | :30 | | | | NM | 1 | \$2,300.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$2,300.00 6.00 | | | | | | | | | | | | | |
| N 51 | 6 | 10/30/12 | 10/30/12 | M-F 1035p-1105p | 1035p-1105p | | :30 | | | | NM | 1 | \$600.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$600.00 3.60 | | | | | | | | | | | | | |
| N 52 | 6 | 10/31/12 | 10/31/12 | M-F 1035p-1105p | 1035p-1105p | | :30 | | | | NM | 1 | \$600.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$600.00 3.60 | | | | | | | | | | | | | |
| N 53 | 6 | 11/01/12 | 11/01/12 | M-F 1035p-1105p | 1035p-1105p | | :30 | | | | NM | 1 | \$600.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$600.00 3.60 | | | | | | | | | | | | | |
| N 54 | 6 | 11/02/12 | 11/02/12 | M-F 1035p-1105p | 1035p-1105p | | :30 | | | | NM | 1 | \$600.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$600.00 3.60 | | | | | | | | | | | | | |
| N 55 | 6 | 11/05/12 | 11/05/12 | M-F 1035p-1105p | 1035p-1105p | | :30 | | | | NM | 1 | \$600.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$600.00 3.60 | | | | | | | | | | | | | |
| N 56 | 6 | 11/03/12 | 11/03/12 | Sa 7a-8a | 7a-8a | | :30 | | | | NM | 1 | \$400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$400.00 2.40 | | | | | | | | | | | | | |
| N 57 | 6 | 11/04/12 | 11/04/12 | GB Packers Football | various | | :30 | | | | NM | 1 | \$50,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$50,000.00 45.00 | | | | | | | | | | | | | |
| N 58 | 6 | 11/04/12 | 11/04/12 | Su 530-6p News | 530-6p | | :30 | | | | NM | 1 | \$850.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$850.00 20.30 | | | | | | | | | | | | | |

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Milwaukee, WI 53209-1297
(414)355-6666

| | | |
|--|---------------------------------------|--|
| <u>Contract / Revision</u> 582762 / | | <u>Alt Order #</u> 09838789 |
| <u>Contract Dates</u> 10/30/12 - 11/05/12 | <u>Product</u> American Crossroads | <u>Estimate #</u> 1142 |
| <u>Advertiser</u> American Crossroads | | <u>Original Date / Revision</u> 10/12/12 / 10/30/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Totals | |
|--------|----|------------|----------|-------------|----------------|------|--------|------------|------|--------|--------|--------|--------------|
| | | | | | | | | | | | | Spots | Amount |
| | | Start Date | End Date | Weekdays | | | | Spots/Week | Rate | Rating | | | |
| Totals | | | | | | | | | | | 225.20 | 57 | \$104,125.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 10/29/12 - 11/05/12 | 57 | \$104,125.00 | \$88,506.25 |
| Totals | 57 | \$104,125.00 | \$88,506.25 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Stephanie Maroney

do hereby request station time concerning the following issue:

| |
|--|
| American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy |
|--|

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

| |
|-----------------------|
| Total Charges: |
|-----------------------|

This broadcast time will be used by: American Crossroads

| | |
|--|---|
| Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" | |
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

10/26/12 *Steph Mung*
Date Signature

703-299-1760
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title

34190



CROSSROADS MEDIA, LLC
MEDIA ACCOUNT
66 CANAL CENTER PLAZA
SUITE 500
ALEXANDRIA, VA 22314



VIRGINIA COMMERCE BANK
ALEXANDRIA,
VA

68-525/560

10/26/2012

PAY TO THE
ORDER OF

WITI-TV

\$ **88,506.25

Eighty-Eight Thousand Five Hundred Six and 25/100

DOLLARS

WITI-TV
9001 North Green Bay Road
Milwaukee, WI 53209

[Signature]
[Signature]
TWO SIGNATURES REQUIRED OVER \$10,000.00

MEMO

AmerCross WI Sen 10/31-11/5/12

⑈034190⑈ ⑆056005253⑆

⑈2006 3288⑈

CROSSROADS MEDIA, LLC
MEDIA ACCOUNT

WITI-TV

AmerCross WI Sen 10/31-11/5/12

10/26/2012

88,506.25

34190

order 582762

Media Account

AmerCross WI Sen 10/31-11/5/12

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